

California Floriculture

The 2005 U.S. wholesale value of floriculture crops for all growers with \$10,000 or more in sales was up 1 percent from the previous year for a total value of \$5.36 billion. California again led the nation with floriculture crops valued at \$1.02 billion. Once again, California was the only State with more than \$1.00 billion in sales. The runner-up, Florida, had a wholesale value of \$976 million in 2005. However, the number of growers in California in 2005 was 820, as compared with 907 in Florida. California and Florida accounted for 37 percent of the 36-State total value. The top five States, which included Michigan, Texas, and New York, accounted for 53 percent of the total value.

According to the USDA's Economic Research Service, with the share of imports in floriculture consumption at 14.1 percent, total domestic consumption of floriculture crops was at \$6.17 billion in 2005. This means that, on average, \$56 of wholesale floriculture crops were sold to each U.S. household.

Foreign-grown floriculture crops remained fierce competitors for U.S. producers. All domestic floriculture crops had increased sales, except for cut flowers, which suffered most from foreign competition. California led the country with 73 percent of total cut flower sales in 2005. Of the more than \$1.00 billion in domestic sales of cut flowers nationwide, \$709 million were from imports. Roses accounted for about 40 percent of imported cut flowers at a value of \$274.7 million. Of cut roses, 88 percent were attributed to imports, a new record amount.

The number of U.S. cut flower producers has fallen the past two decades as cheaper imports made their way into the market. Average annual sales of cut flower growers, however, have steadily increased. This can be attributed to fewer growers putting more effort into growing high-value cut flowers. Consequently, cut flower sales per grower have experienced an upward trend.

Nationally, sales of potted flowering plants grew a modest 1 percent to about \$809 million in 2005. Poinsettias, orchids, and florist chrysanthemums remained the top sellers, though a survey of the largest producers showed that sales for poinsettias were down 2 percent from 2004. Orchids were the fastest growing in terms of sales of all potted flowering plants, more than tripling sales of a decade ago. Chrysanthemum sales also increased from 2004. California led the nation in sales of potted flowering plants with a value of \$199.3 million in 2005. This was 25 percent of total U.S. value, and more than twice Florida's sales of \$94.6 million. California also grew the most poinsettias and orchids, with poinsettias averaging \$4.10 per pot and orchids averaging \$8.00 per pot nationwide.

California Floriculture Production and Value for Operations with \$100,000+ Sales, 2004 1/

Kind	Number of Producers	Sales		Wholesale Price 2/	Value of Sales at Wholesale
		Unit	Number Sold		
			1,000	Percent	\$1,000
Cut Flowers					294,116
Alstroemeria	32	Stems	8,593	98	1,736
Carnations, Standard	15	Stems	7,965	81	1,330
Chrysanthemums, Pompon	32	Bunches	14,162	99	18,552
Delphinium and Larkspur	54	Stems	32,359	100	7,637
Gerbera Daisy	30	Stems	94,449	98	28,146
Iris	38	Stems	73,697	100	17,245
Lilies, All	50	Stems	103,557	100	63,170
Lisianthus	34	Stems	11,634	99	5,247
Orchids, All	12	Blooms	5,346	99	3,785
Roses, All	35	Stems	76,892	98	28,758
Snapdragons	49	Spikes	40,467	99	10,279
Tulips	35	Stems	52,502	100	21,578
Other Cut Flowers	148	---	---	99	86,653
Potted Flowering Plants					196,921
African Violets	20	Pots	1,558	100	2,164
Finished Florist Azaleas	28	Pots	887	99	5,141
Chrysanthemums, Florist	28	Pots	6,614	100	12,507
Lilies, Easter	27	Pots	1,124	100	4,859
Orchids	45	Pots	6,699	96	51,111
Poinsettias	87	Pots	7,679	95	33,910
Roses, Florist	21	Pots	2,894	100	7,003
Spring Flowering Bulbs	37	Pots	2,496	100	6,938
Other Potted Flowering Plants	84	Pots	21,524	97	73,288
Foliage Plants for Indoor or Patio Use					103,698
Hanging Baskets	60	Baskets	4,099	100	14,715
Potted Foliage	101	---	---	99	88,983
Annual Bedding/Garden Plants					336,447
Flats					
Begonias	49	Flats	412	77	3,823
Geraniums, Cutting,	17	Flats	139	92	1,398
Geraniums, Seed	15	Flats	67	98	697
Impatiens	64	Flats	1,468	99	14,107
Impatiens, New Guinea	16	Flats	99	84	1,027
Marigolds	60	Flats	1,129	98	11,437
Pansy/Viola	68	Flats	1,805	98	17,870
Petunias	66	Flats	1,630	98	16,251
Other Flowering and Foliar	68	Flats	7,716	99	81,790
Vegetable Type	47	Flats	1,186	99	12,168
Potted					
Begonias	52	Pots	2,391	76	2,471
Geraniums, Cutting	49	Pots	6,766	99	11,301
Geraniums, Seed	20	Pots	467	100	642
Impatiens	50	Pots	6,005	91	5,716
Impatiens, New Guinea	48	Pots	1,409	99	2,427
Marigolds	36	Pots	1,965	95	1,608
Pansy/Viola	40	Pots	4,304	94	3,192
Petunias	39	Pots	3,618	95	3,067
Other Flowering and Foliar	61	Pots	34,263	98	46,317
Vegetable Type	39	Pots	7,578	99	7,792
Hanging Baskets					
Begonias	22	Baskets	43	81	334
Geraniums, Cutting,	32	Baskets	415	99	2,822
Geraniums, Seed	3	Baskets	5	58	43
Impatiens	18	Baskets	65	98	400
Impatiens, New Guinea	24	Baskets	66	98	444
Petunias	16	Baskets	42	97	239
Other Flowering	32	Baskets	726	99	5,685
Herbaceous Perennials 3/					---
Chrysanthemums, Hardy/Garden	44	Pots	6,790	100	7,504
Hosta	26	Pots	152	92	536
Other	104	Pots	32,342	98	73,331
Total Cut Cultivated Greens 4/	40	---	---	---	---
Propagative (Unfinished)					81,613
Cut Flowers	---	---	---	---	5,645
Potted Flowering Plants	---	---	---	---	14,858
Bedding/Garden Plants	---	---	---	---	48,614
Herbaceous Perennial Plants	---	---	---	---	1,471
Foliage Plants	---	---	---	---	10,950
TOTAL ALL PLANTS	---	---	---	---	1,012,795

1/ The total covered growing area of 116,293,000 square feet consisted of the following: 24,745,000 square feet of shade and temporary cover; 13,627,000 square feet of glass; 28,981,000 square feet of fiberglass and other rigid greenhouses; 48,940,000 square feet of film plastic (single/multi) greenhouses; and 9,020 acres of open ground.

2/ For potted plants, price represents a weighted average for plants sold in pots less than 5 inches and in pots 5 inches or more.

3/ Pot price is a weighted average of all pots to avoid disclosure of individual operations.

4/ Total includes Leatherleaf Ferns, which are not published to avoid disclosure of individual operations.

California Floriculture Production and Value for Operations with \$100,000+ Sales, 2005 1/

Kind	Number of Producers	Unit	Sales		Wholesale Price 2/ Dollars	Value of Sales at Wholesale \$1,000
			Number Sold	Wholesale		
			1,000	Percent		
Cut Flowers						288,820
Alstroemeria	26	Stems	4,879	99	0.23	1,142
Carnations, Standard	13	Stems	8,071	98	0.20	1,582
Chrysanthemums, Pompon	23	Bunches	12,001	100	1.39	16,681
Delphinium and Larkspur	48	Stems	28,595	100	0.22	6,177
Gerbera Daisy	30	Stems	101,318	100	0.30	30,193
Iris	38	Stems	74,588	100	0.23	17,081
Lilies, All	46	Stems	101,202	100	0.65	65,478
Lisianthus	32	Stems	11,323	100	0.39	4,371
Orchids, All	15	Blooms	5,172	99	0.60	3,098
Roses, All	34	Stems	80,220	99	0.36	29,280
Snapdragons	42	Spikes	39,092	99	0.25	9,578
Tulips	---	Stems	---	---	---	---
Other Cut Flowers	133	---	---	99	---	104,159
Potted Flowering Plants						199,253
African Violets	16	Pots	1,341	100	1.60	2,144
Finished Florist Azaleas	19	Pots	639	99	4.80	3,065
Chrysanthemums, Florist	21	Pots	4,835	100	3.25	15,726
Lilies, Easter	27	Pots	1,091	100	3.95	4,306
Orchids	44	Pots	7,780	98	8.08	62,880
Poinsettias	78	Pots	7,366	95	4.19	30,889
Roses, Florist	---	Pots	---	---	---	---
Spring Flowering Bulbs	30	Pots	2,223	100	2.79	6,204
Other Potted Flowering Plants	69	Pots	19,484	97	3.52	74,039
Foliage Plants for Indoor or Patio Use						109,351
Hanging Baskets	62	Baskets	3,987	100	3.49	13,915
Potted Foliage	106	---	---	98	---	95,436
Annual Bedding/Garden Plants						319,231
Flats						
Begonias	49	Flats	451	81	9.34	4,212
Geraniums, Cutting,	20	Flats	111	96	9.60	1,066
Geraniums, Seed	13	Flats	58	93	10.24	594
Impatiens	64	Flats	1,387	99	9.60	13,315
Impatiens, New Guinea	10	Flats	46	99	9.74	448
Marigolds	59	Flats	1,084	99	10.17	11,024
Pansy/Viola	57	Flats	1,657	99	9.71	16,089
Petunias	60	Flats	1,453	99	9.99	14,515
Other Flowering and Foliar	61	Flats	6,102	99	11.06	67,488
Vegetable Type	48	Flats	1,259	100	10.61	13,358
Potted						
Begonias	51	Pots	2,572	82	1.04	2,686
Geraniums, Cutting	49	Pots	7,080	99	1.65	11,662
Geraniums, Seed	18	Pots	303	99	1.14	345
Impatiens	56	Pots	6,712	92	0.93	6,260
Impatiens, New Guinea	43	Pots	1,229	99	1.83	2,250
Marigolds	43	Pots	1,856	95	0.82	1,528
Pansy/Viola	47	Pots	4,614	95	0.82	3,770
Petunias	44	Pots	3,550	96	0.95	3,371
Other Flowering and Foliar	61	Pots	32,075	98	1.45	46,452
Vegetable Type	50	Pots	7,829	99	1.14	8,911
Hanging Baskets						
Begonias	19	Baskets	38	86	7.35	279
Geraniums, Cutting,	27	Baskets	219	99	7.09	1,553
Geraniums, Seed	---	Baskets	---	---	---	---
Impatiens	21	Baskets	60	99	6.62	397
Impatiens, New Guinea	20	Baskets	50	99	6.79	340
Pansy/Viola	5	Baskets	2	100	6.44	13
Petunias	20	Baskets	39	99	7.00	273
Other Flowering	32	Baskets	929	100	7.90	7,339
Herbaceous Perennials 3/						
Chrysanthemums, Hardy/Garden	45	Pots	6,695	100	1.13	7,536
Hosta	25	Pots	117	92	3.42	400
Other	93	Pots	28,405	97	2.53	71,727
Total Cut Cultivated Greens 4/	---	---	---	---	---	---
Propagative (Unfinished)						67,113
Cut Flowers	---	---	---	---	---	4,065
Potted Flowering Plants	---	---	---	---	---	13,968
Bedding/Garden Plants	---	---	---	---	---	43,578
Herbaceous Perennial Plants	---	---	---	---	---	1,819
Foliage Plants	---	---	---	---	---	3,673
TOTAL ALL PLANTS	---	---	---	---	---	983,768

1/ The total covered growing area of 116,281,000 square feet consisted of the following: 23,340,000 square feet of shade and temporary cover; 13,105,000 square feet of glass; 29,274,000 square feet of fiberglass and other rigid greenhouses; 50,562,000 square feet of film plastic (single/multi) greenhouses; and 7,789 acres of open ground.

2/ For potted plants, price represents a weighted average for plants sold in pots less than 5 inches and in pots 5 inches or more.

3/ Pot price is a weighted average of all pots to avoid disclosure of individual operations.

4/ Total includes Leatherleaf Ferns, which are not published to avoid disclosure of individual operations.